

WEST BENGAL STATE UNIVERSITY

DEPT. OF RURAL STUDIES

DRAFT SYLLABUS

Program: Master of Rural Studies (MRS)

Duration: 4 Semesters (2 Years)

Total Marks: 1500

Total No. of Courses: 12

Total No. of Papers: 12

With Effect from the Session 2017-19

Structure of the Syllabus

<u>Paper/ Course</u>	Marks : 300 (1 st Sem)	Full Marks
01 Rural Development Interventions (MRS 401)		100 (80+20)
02 Economics for Rural Development (MRS 402)		100 (80+20)
03 Fundamentals of Management (MRS 403)		100 (80+20)
<u>Paper/ Course</u>	Marks : 300 (2 nd Sem)	Full Marks
04 Fundamentals of Social Science Research (MRS 404)		100 (80+20)
05 Rural Development Programmes (MRS 405)		100 (80+20)
06 Social Sector Development and Environmental Management (MRS 406)		100 (80+20)
<u>Paper /Course</u>	Marks : 400 (3 rd Sem)	Full Marks
07 Project Management & Marketing Management (MRS 407)		100 (80+20)
08 Rural Entrepreneurship Development (MRS 408)		100 (80+20)
09 Seminar & Field Study (MRS 409)		200 (50+150)
<u>Paper/Course</u>	Marks : 500 (4 th Sem)	Full Marks
10 Basics of Agricultural Technology (MRS 410)		100 (80+20)
11 Information Technology for Rural Development (MRS 411)		100 (80+20)
12 Dissertation (MRS 412)		300

Program Outcome

The program 'Master of Rural Studies (MRS)' is a Two-year Post Graduate Program in Rural Studies consists of 4 Semesters (1500 marks). The program emphasizes more on fieldwork in the rural areas/villages as a part of its course curriculum and Students need to go to the rural areas/villages for pursuing different field work activities according to their courses. Field visit is being conducted in every semester for visiting different Universities/Institutions related to rural development issues. Students have to submit a dissertation on the basis of field survey (preferably) based project work in the 4th semester under the direct supervision of the Teachers. The aim of the Program is to prepare students as a group of personnel who can serve the rural area through proper planning, management & extension activities.

Following are some specific objectives of the Program:

1. To provide holistic knowledge related to different aspects of rural development.
2. To support developmental plans and policies for rural development through research, training, demonstration, extension and institutional linkages.
3. To facilitate the development of rural areas by extending technical and managerial knowledge.
4. To impart experiential learning to the students so that they can internalize rural environment, institutions and initiatives at the time of work.
5. To prepare the students with certain characteristics as Leadership, Entrepreneurship, Agri-preneurship, etc., for their future profession and for the improvement of Rural Life.
6. To help to create special institutional structures and schemes for nurturing the leadership in regional development

Learning Outcome: At the end of the program students will be able to achieve the following outcomes:

- Students may act as a development expert who can actively work for the rural development.
- They can extend awareness of modern technologies and impart the knowledge of different modern and traditional knowledge for the rural society.
- Students will be able to develop skills to understand the social, economic, political and cultural framework of the rural society.
- They will be acquainted with proper skills to develop/ manage/evaluate farm business, projects, rural enterprises.
- Can involve themselves in advance social science research activities/projects.
- By learning the Entrepreneur skill, one can develop and enhance rural entrepreneurship in the rural areas.
- Can act as an administrator on different rural development ventures.

Course in Details

MRS 401 RURAL DEVELOPEMENT INTERVENTIONS

(80+20)

Course Outcome

The course seeks to offer the fundamental knowledge on rural development concepts, policies, programmes. It is an introductory course on rural society and its structures. The objective of the course is to develop the concept of development in the context of Indian rural society. This course will provide the students the concept of development broadly and also the concept of rural development in particular.

Theory :

Group – A: Concepts of economic growth, economic development, social development-Interdependence of economic and non-economic factors, Characteristics of less developed countries, Dual economy. Human Development - concept, Human Development Index. Amartya Sen's Concept of Development

Rural Development : Concepts, measures, determinants, policies, strategies and approaches. Agriculture and Rural Development, Rural Development Experiences in Independence period.

Group-B : Rural Sociology : Definition, origin, scope, social structure, social change, social stratification, Social Interaction, social institution, value systems, Social Rules, Culture, leadership, Social Inclusion & Exclusion, Social Mobility, Rural-Urban differences. Group – Tribal, Minorities and other Backward Classes, Demographic Dynamics, Gender & the Society.

Practical : Rural Development Administration.

MRS 402 ECONOMICS FOR RURAL DEVELOPMENT

(80+20)

Course Outcome:

This course seeks to detail the different facets of the rural economy including demographic dynamics, labour market scenario, poverty as well as rural infrastructure. The concept of Farm economy and accounting has also been introduced in this course. Economic theories and Institutions are highlighted. Student can learn the rural financial system and farm accounting procedure.

Theory :

Group-A : Rural Economy : Definitions, concept, structure, Laws of demand- Determinants of demand, elasticity of demand. Law of supply- determinants of supply, elasticity of supply. Cost of production-Production-Production function, Fixed and variable cost. Derivation of short and long run cost curves. Laws of returns. Internal and external economics of production. Market structure- Perfect competition, monopoly, monopolistic competition. National Income-

estimation. Fiscal policy, Budget-different types of budget deficits. Direct and indirect taxation. Trade cycle. Balance of trade and balance of payments. Inflation – central banking. Rural Infrastructures. Informal sources of Rural credit. Farm economy Rural credit institutions, credit schemes of GOI, NGOs.

Group-B : Accounting : Definition, single and double entry system, journals, ledger accounts, trial balance, final accounts, accounting of farm, Co-operative society and Panchayat. Management accounting. Cost classification, cost sheet, CPV analysis, cash flow analysis, ratio analysis, budgetary control. Accounting of small enterprises.

Practical : Accounting. Cost-Benefit studies of Farm income.

MRS 403 FUNDAMENTALS OF MANAGEMENT

(80+20)

Course Outcome

The course imparts lessons to the students on the application of management, planning and organization principles in the rural sector. Students will be able to develop their management skills for extension and communication of Information, knowledge and technology.

Theory :

Group A : Management : Meaning, need, functions, principles, theory, role, control. Programme planning, participatory Rural appraisal, development communication, feedback, homophilly-heterophily. Management information system, water resource management, farm business management, Human Resource Management.

Group-B : Training and development. Training-needs, methodology, types. Extension teaching methods. Welfare programme, conditions for effective learning. Adoption. Motivation. Decision making. Performance Appraisal, wage and salary administration. Morale & Productivity. Industrial, relations. Recruitment and selection.

Practical : Participatory Rural Appraisal, Extension teaching methods.

MRS 404 FUNDAMENTALS OF SOCIAL SCIENCE RESEARCH

(80+20)

Course Outcome

The course seeks to offer the research methodologies as well as different statistical techniques related to social science research. It enables the students to choose between various methods and to combine the qualitative as well quantitative methods to evolve meaningful research. This course will facilitate the students to acquire the knowledge on different methods of social science research and can able to use different statistical tools to analyze data.

Theory :

Group-A : Social Science Research : Meaning, objective, significance, Steps, Concepts of Hypothesis. Research design, sampling design, sampling fundamentals. Collection of data, preparation of interview schedule and questionnaire preparation.

Group -B: Measurement and scaling techniques. Interpretation & report writing. Testing of parametric and non-parametric Tests, analysis and presentation of data, frequency distribution, measures of central tendency, dispersion, skewness, relationship. Multiple co-relation, chi-square test, analysis of variance.

Practical : Sampling, Preparation of Interview Schedule, Data collection & Compilation, Data Analysis.

MRS 405 RURAL DEVELOPEMENT PROGRAMMES

(80+20)

Course Outcome

The programs seek to offer different rural development programmes, their objectives, implementation, period and critical analysis. Students will be able to grasp the knowledge on different rural development programmes and to get an overview of Indian rural development initiatives.

Theory :

Group A: Five-year Plans and Rural development Programmes in India. IVLP, Operation Flood, Green Revolution, Land Reforms and Operation Barga. Watershed programme, Rural Sanitation Programme – Annapurna, Swajaldhara, T & V System, NAEP, NREGA, SGSY.etc. Different Approaches of Development in Post Independence periods.

Group -B: Panchayat Raj Institution, Co-operatives, ATIC, ATMA. Millennium Development, Food Security, Farmer Systems Research, Broad Based Agricultural Extension.

Practical : Evaluation of ongoing Rural Development Programmes.

MRS 406 SOCIAL SECTOR DEVELOPMENT AND ENVIRONMENTAL MANAGEMENT

(80+20)

Course Outcome

The course imparts the knowledge of different components of environment and environment management procedures. It includes definitions of environment, management, systems and organizations in relation to environmental management and natural resource management. It has

also seeks to offer different components and emerging issues on social sector development. After completion of this course student would be able to work as environmental management expert who can implement different environmental protection plan, natural resource management in the rural areas. The students will also understand various natural resources and their use towards effective rural development.

Theory :

Group – A : Features of the rural society in India- demographic, economic, sociological Rural Poverty in India – poverty estimates, rural poverty in West Bengal. Common characteristics of poor families in rural areas in India – occupational and social status of the rural poor. Clusters of disadvantages and “Deprivation trap” for the rural poor. Characteristics of development demography of rural India. Sustainable Rural Livelihood Approach. health attainment and transition, morbidity & mortality, National Livelihood Mission (NLM/NRLM), National Rural Health Mission (NRHM), Gender Relationship, Status of women in rural society – economic, political and social issues.

Group – B : Natural Resources, Economics of Natural Resources, Sustainable Rural Development, Social cost benefit analysis, Environmental Degradation, Environmental oriented Development policies. Participatory environmental management, Climate Change, Disaster management: Concept, Policies, Programmes, Role of Organisations.

Practical : Measurement of Social Sector Development

MRS 407 PROJECT MANAGEMENT AND MARKETING MANAGEMENT (80+20)

Course Outcome

The course introduces the student to the various aspects of Indian rural markets as the study of rural marketing. It covers aspects like relevance and scope of rural market in India and the Management procedure to get best possible outcome. Project development and management technical procedures have also been included. The students would be able to plan and manage rural markets to confirm the best possible outcome.

Theory :

Group – A : Project-concept, life cycle, identification, formulation, appraisal, implementation, Monitoring, Supervision, evaluation and project report. Risk analysis.

Group – B : Rural Market: Characteristics & Strategies, Rural marketing management, Rural marketing research. Strategy of product, pricing, promotion branding packaging and distribution. Agribusiness Management: Farm management Decision, Planning, efficiency etc.

Practical : Preparation of Project on livestock, Dairy, Fishery, Agriculture, Sericulture, Bee keeping, Forestry, Integrated farming, Mixed farming etc.

MRS 408 RURAL ENTREPRENEURSHIP DEVELOPMENT

(80+20)

Course Outcome

The course has been designed with the objective of disseminating the knowledge of rural entrepreneurship development. The course would make the student to think critically the development or strength of rural entrepreneurship. Student can identify the possible rural entrepreneurs and also act as key personnel to develop rural entrepreneurship.

Theory :

Group – A : Entrepreneurship-concept, growth, types, functions and characteristics. Factors, motivation, and competencies. Mobility & EDP. Project identification and selection. Financing need, source, accounting.

Group – B : Micro-finance-concepts, delivery system. Women and Micro-Finance. NGO : Structure, Role and Functions. Funding Agencies, Different Govt. schemes for NGOs. NGOs and Rural Development, International NGOs.

Practical : Visit to Farm of Different Rural Enterprises.

MRS 409 SEMINAR & FIELD STUDY

(50+150)

Course Outcome

The course is offered to get a holistic and overall knowledge of villages with use of different structured data collection tools. It exposes students towards all the essential stakeholders of a village so that they can identify their role in villages and get all the relevant information. Students will be able to act as an expert in the field data collection and survey techniques and can analyze the role of different stakeholders critically.

Seminar: To be guided by Supervisor.

Field Study: Every student has to study at least one village.

MRS 410 BASICS OF AGRICULTURAL TECHNOLOGY

(80+20)

Course Outcome

This course seeks to offer the basic concept of different agricultural and animal husbandry components associated with rural economic development. The types of agricultural practices along with modern technologies related to Agriculture sectors are also introduced in this course.

A holistic idea of rural farm sectors and agricultural technologies will be developed. The student can identify the agricultural component and critically analyze the gaps and probable solutions to develop rural farm sector.

Theory :

Group - A : Basic technology related to Agriculture – Integrated Nutrient Management System, Integrated Pest Management, Agronomy of major Crop production, Floriculture, Horticulture, Pomology, Post Harvest Technology in Agriculture. Organic Farming.

Group – B : Improved Technology related to Dairy, Piggery, Goatary, Poultry, Duckery, Rabbit, Koel, Fishery, Sericulture, Home Science, Bee Keeping etc, Processing Technology, Value added products, ITK.

Practical : Soil Testing and Fertilizer recommendation, Water sample test, Visit to Agriculture Farm, Dairy farm, Poultry Farm, Fishery hatchery, Ornamental fish farm, Sericulture, Bee keeping, Home science, collection of ITK.

MRS 411 INFORMATION TECHNOLOGY FOR RURAL DEVELOPMENT (80+20)

Course Outcome

The main objective of the course is to impart knowledge of different ICT components and their role in rural development. The course has also elaborated different procedures to implement different tools of ICT for rural development. Students will get an idea of different components of ICT and their role towards rural development. Student will be able to use these components in various fields like e-governance, agriculture, health, economic development, financial management and marketing.

Theory :

Group - A :

History of computers, computer hardware and external peripherals. Number Systems, Computer Viruses, Data representation in computer. Computer software and programming language. Software engineering and its application to Rural Development. IT and Rural Development, Rural Information System, Market Information, E-governance and e-villages.

Group – B :

Computer networking and internet technology, Ms-word, Excel, Powerpoint, Use of Statistical and Mathematical Formulas, Data Entry, Data Analysis. Operating SPSS

Practical : Hands on training of some fundamental application software specially SPSS

Course Outcome

This course is the most important component of the Program and it provides the opportunity to develop research expertise in different rural issues. Students will be able to find, analyse, evaluate, select and integrate information from various sources. The course will enhance research interest to the students and the data analytical skill may be used in the future research.

DISSERTATION

To be done under the supervision of guide.

To be submitted in binding form and will be evaluated by External expert.

Everybody has to face Viva-voce after evaluation.

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Book List :

1. Text Book of Entrepreneurship and Rural Development by Sagar Mondal & G.L. Ray
2. Extension Communication and Management by G.L. Ray
3. Research Methods in Social Sciences and Extension Education by G.L. Ray & Sagar Mondal
4. Participatory Planning in Rural West Bengal by Prabhat Datta & Payel Sen
5. Women in Panchayats by Prabhat Datta & Panchali Sen
6. Entrepreneurship by R.V. Badi & N.V. Badi
7. Principal and Practice of Management by Shyamal Banerjee
8. Business Ethics (Text & Cases) by P.K. Ghosh
9. Improved Technologies of Sericulture by Central Sericultural Research & Training Institute
Central Silk Board, Ministry of Textiles, Govt. of India, Berhampore – 742 101 (WB)
10. Hand Book of Animal Husbandry by Indian Council of Agricultural Research
11. Hand Book of Animal Husbandry Extension by Arunasis Goswami
12. Sustainable Rural Livelihood Process and Application by S.K. Acharya, A. Biswas & A.N. Goutam
13. Hand Book of Agriculture by Indian Council of Agricultural Research
14. Hand Book of Horticulture Indian Council of Agricultural Research
15. A Text Book of Soil Science by D.K. Das
16. Agronomy (A Text Book) by S.S. Singh
17. Plant Breeding : Principles & Methods by B.D. Singh
18. Fruit Growing by J.S. Bal
19. Horticulture at a Glance (Vegetable, Spices & Condiments) by A.S. Salaria
20. A Text Book of Animal Husbandry by G.C. Banerjee
21. Research Methodology by Murthy
22. Cost Accounting by Pasha
23. Financial Management by Srinivasan
24. Human Resource Mgmt by Badi R.V.

25. Human Resource Development by Yuvaraj
26. Marketing Management Dutta & Dutta
27. Cons. Beha. Adverti Mgmt Dutta & Dutta
28. Comp Based Numer. Stat. Tec by Tyagi & Sharma
29. Agricultural Economics by Gupta P. K.
30. A Hand Book of Organic Farming by Sarma
31. A Hand Book of Poultry Practice by Wilson
32. A History of Fishes by Norman
33. Beekeeping by Philips
34. Commercial Floriculture by Prasad
35. Fish Processing and Preservation by Cutting
36. Milk & Milk Products by Winton
37. Organic Farming for Sustainable Agriculture by Dahama
38. Techniques & Management of Field Crop Production by Rathore
39. Vermicomposting for Sustainable Agriculture by Gupta
40. Rural Development : John Harris
41. Rural Development: I S Sundaram
42. Fundamentals of Rural Development: Basant Desai